

ABSTRACT

The instant invention relates to a system and method for ensuring and verifying the identity of all parties involved in an online marketplace transaction involving buyers, sellers, and third parties, such as a marketplace. Anonymous transactions are supported by the present invention. Verification is provided and insurance may be purchased in accordance with the instant invention guaranteeing that the parties are who they represent themselves to be and are capable of entering into the transaction, thereby facilitating completion of the online transaction. Both the verification provided and insurance purchased take into account numerous factors including, but not limited to, the credit score of a user trading counterpart, the amount and type of a user's or trading counterpart's past trading activity, the monetary amount, size, and type of transaction for which verification and/or insurance is sought, and the nature of the goods and/or services involved in the transaction for which verification and/or insurance is sought.